

Last Received: 09/11/2012 9:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1536 Agency C/P1/P2/E 95/101/1536 Salesperson Phone# 215-567-6005  
Buyer MAURA GILROY Flight Dates 09/12/2012 - 09/17/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks  
Fax#

## --- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=\*

## --- REMARKS ---

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$59,205  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$150.00	09/17-09/17	2	1	2	\$300.00	
	3	W-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	09/12-09/14	6	1	6	\$750.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
	5	W-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	09/12-09/14	6	1	6	\$300.00	
	6	M	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	09/17-09/17	2	1	2	\$100.00	
	7	W-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	09/12-09/14	6	1	6	\$450.00	
	8	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	09/17-09/17	2	1	2	\$150.00	

Rep Order# 6851201 Ver# 1 Status New  
EC'd Yes

Traffic Order#

2 of 7

Printed: 09/11/2012 11:05 AM  
Last Received: 09/11/2012 9:50 AM  
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1536  
Buyer MAURA GILROY  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/12/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F	1P-2P	Days of Our Lives	:30	\$125.00	09/12-09/14	6	1	6	\$750.00	
				Buyline Comment: DAYS OF OUR LIVES								
	10	M	1P-2P	Days of Our Lives	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
				Buyline Comment: DAYS OF OUR LIVES								
	11	W-F	2P-3P	The Doctors	:30	\$50.00	09/12-09/14	6	1	6	\$300.00	
				Buyline Comment: THE DOCTORS								
	12	M	2P-3P	The Doctors	:30	\$50.00	09/17-09/17	2	1	2	\$100.00	
				Buyline Comment: THE DOCTORS								
	13	W-F	3P-4P	Maury Povich	:30	\$100.00	09/12-09/14	6	1	6	\$600.00	
				Buyline Comment: MAURY POVICH								
	14	M	3P-4P	Maury Povich	:30	\$100.00	09/17-09/17	2	1	2	\$200.00	
				Buyline Comment: MAURY POVICH								
	15	W-F	4P-5P	Anderson Cooper	:30	\$125.00	09/12-09/14	6	1	6	\$750.00	
				Buyline Comment: ANDERSON COOPER								
	16	M	4P-5P	Anderson Cooper	:30	\$125.00	09/17-09/17	2	1	2	\$250.00	
				Buyline Comment: ANDERSON COOPER								
	17	W-F	5A-6A	Early AM News	:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
				Buyline Comment: EARLY AM NEWS								
	18	M	5A-6A	Early AM News	:30	\$300.00	09/17-09/17	2	1	2	\$600.00	
				Buyline Comment: EARLY AM NEWS								
	19	W-F	6A-7A	AM News	:30	\$700.00	09/12-09/14	6	1	6	\$4,200.00	
				Buyline Comment: AM NEWS								

EC'd Yes Last Received: 09/11/2012 9:50 AM  
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW  
Product BARACK OBAMA WASHINGTON, DC 20007  
Estimate# 1536 Agency C/P1/P2/E 95/101/1536  
Buyer MAURA GILROY Flight Dates 09/12/2012 - 09/17/2012  
Phone# Hiatus Weeks  
Fax#

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	6A-7A	AM NEWS	:30	\$700.00	09/17-09/17	2	1	2	\$1,400.00	
				Buyline Comment: AM NEWS								
	21	W-F	7A-9A	TODAY SHOW	:30	\$700.00	09/12-09/14	6	1	6	\$4,200.00	
				Buyline Comment: TODAY SHOW								
	22	M	7A-9A	TODAY SHOW	:30	\$700.00	09/17-09/17	2	1	2	\$1,400.00	
				Buyline Comment: TODAY SHOW								
	23	W-F	430A-459A	EARLY TODAY	:30	\$40.00	09/12-09/14	5	1	5	\$200.00	
				Buyline Comment: EARLY TODAY								
	24	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$100.00	09/15-09/15	2	1	2	\$200.00	
				Buyline Comment: SATURDAY EARLY AM NEWS								
	25	SA	7A-8A	SATURDAY AM NEWS	:30	\$250.00	09/15-09/15	2	1	2	\$500.00	
				Buyline Comment: SATURDAY AM NEWS								
	26	SA	8A-10A	SATURDAY TODAY SHOW	:30	\$300.00	09/15-09/15	2	1	2	\$600.00	
				Buyline Comment: SATURDAY TODAY SHOW								
	27	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$100.00	09/16-09/16	2	1	2	\$200.00	
				Buyline Comment: SUNDAY EARLY AM NEWS								
	28	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$275.00	09/16-09/16	1	1	1	\$275.00	
				Buyline Comment: SUNDAY TODAY SHOW								
	29	SU	9A-10A	MEET THE PRESS	:30	\$1,200.00	09/16-09/16	1	1	1	\$1,200.00	
				Buyline Comment: MEET THE PRESS								
	30	W-F	5P-530P	5PM NEWS	:30	\$350.00	09/12-09/14	6	1	6	\$2,100.00	
				Buyline Comment: 5PM NEWS								





EC'd Yes Last Received: 09/11/2012 9:50 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1536 Agency C/P1/P2/E 95/101/1536 Salesperson Phone# 215-567-6005  
Buyer MAURA GILROY Flight Dates 09/12/2012 - 09/17/2012 Salesperson FAX# 215-567-5938  
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	SA	8P-11P	VARIOUS PRIME ENCORES	:30	\$100.00	09/15-09/15	6	1	6	\$600.00	
	Buyline Comment: VARIOUS PRIME ENCORES											
	54	W-F	1235A-135A	JIMMY FALLON	:30	\$50.00	09/12-09/14	4	1	4	\$200.00	
	Buyline Comment: JIMMY FALLON											
	55	M	1235A-135A	JIMMY FALLON	:30	\$50.00	09/17-09/17	1	1	1	\$50.00	
	Buyline Comment: JIMMY FALLON											
	56	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	
	Buyline Comment: SUNDAY NIGHT FOOTBALL											
	57	SU	12A-1A	LEVERAGE	:30	\$15.00	09/16-09/16	2	1	2	\$30.00	
	Buyline Comment: LEVERAGE											
	58	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$700.00	09/16-09/16	1	1	1	\$700.00	
	Buyline Comment: FOOTBALL NIGHT IN AMERICA											
	59	SU	7A-8A	SUNDAY AM NEWS	:30	\$200.00	09/16-09/16	2	1	2	\$400.00	
	Buyline Comment: SUNDAY AM NEWS											

---REPORT TOTALS---  
Report Totals: 189 / \$59,205.00

---SALES MONTHLY TOTALS---  
Sep 12: 189 / \$59,205.00  
Sales Totals: 189 / \$59,205.00  
Station Totals: 189 / \$59,205.00

EC'd Yes    Last Received: 09/11/2012 9:50 AM    Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency ( ) GMMB	Rep Firm
Advertiser ( ) OBAMA FOR AMERICA	3050 K ST NW	Sales Office ( ) PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson ( ) ANJIE BRADY
Estimate# 1536	Agency C/P1/P2/E 95/101/1536	Salesperson Phone# 215-567-6005
Buyer MAURA GILROY	Flight Dates 09/12/2012 - 09/17/2012	Salesperson FAX# 215-567-5938
Phone#	Hiatus Weeks	
Fax#		

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$185,016

CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE